

→ **DAMSLab**  
P.tta P.P. Pasolini 5b

## Media Mutations 14

### Investigating Medical Drama TV Series: Approaches and Perspectives

**International Conference**

**May 18th – 19th / 2023**  
**BOLOGNA**

The fourteenth edition of the Media Mutations International Conference focuses on medical drama TV series and on different methodological approaches employed to analyze this type of audiovisual serial product. The wide diffusion and the success of this genre over different decades has attracted the attention not only of critics and researchers in the field of media studies, but also of providers of medical devices and more generally of medical professionals. The increase in the global production of medical drama in recent years has led researchers to investigate various facets and uses of this genre: its narrative model, the role of the audience in its reception, the pedagogical use of these stories with medical students, the representation of healthcare delivered to the public, the textual analysis connected to the medical terminology. Drawing on these multi-disciplinary perspectives, the conference aims to promote discussion and share research results on medical drama TV series focusing on the different methods and approaches employed for their analysis.

**FREE ENTRANCE**

[www.mediamutations.org](http://www.mediamutations.org)



# MEDIA MUTATIONS 14

## INVESTIGATING MEDICAL DRAMA TV SERIES: APPROACHES AND PERSPECTIVES

**International Conference**

Organized by **Stefania Antonioni**  
(Università degli Studi di Urbino Carlo Bo)  
and **Marta Rocchi** (Università di Bologna)

In collaboration with the research project "Narrative Ecosystem Analysis and Development framework (NEAD framework). A systemic approach to contemporary serial product. The medical drama case" (PRIN 2020)

**May 18th – 19th / 2023 BOLOGNA**



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA  
DIPARTIMENTO DELLE ARTI



DAMSLAB

MAY 18<sup>TH</sup>

**14:00 – Institutional greetings**

Giacomo Manzoli  
(Università di Bologna, Head of  
Department of the Arts)

Guglielmo Pescatore  
(Università di Bologna,  
Media Mutations Association)

**Introduction**

Stefania Antonioni  
(Università degli Studi di Urbino Carlo Bo)  
Marta Rocchi (Università di Bologna)

**14:30 – Panel 1.**

**Chair: Dario Manfellotto**

(Internal Medicine, Ospedale  
Fatebenefratelli Isola Tiberina, Gemelli-  
Isola, Roma)

- **Health Empowerment  
Communication in Television: A  
Comparative Study of Resuscitation  
in American and Japanese Medical  
Drama**  
Angela Chang (University of Macau),  
Mary Ho (Università della Svizzera  
italiana)

- **Screening Gender Medicine:  
Representations of Health and the  
Gendered Body in Recent US-Based  
Dramedies and Medical Dramas**  
Rosa Barotsi (Università degli Studi  
di Modena e Reggio Emilia), Clio  
Nicastro (ICI Berlin), Roberta Martina  
Zagarella (CID Ethics-CNR)

**15:30 – Panel 2.**

**Chair: Irene Cambra Badii**

(University of Vic – Central University of  
Catalonia)

- **The Politics of Fictional Medicine:  
Entertainment, Propaganda, and  
Education in Chinese Medical Dramas  
in the Xi Era**

Matteo Tarantino, Natalia Riva  
(Università Cattolica del Sacro Cuore)

- **Covid, Post-Covid and Covid-free  
Fantasy Worlds in Medical Drama TV  
Series**

Eszter Nádasi (Budapest University of  
Technology and Economics)

- **COVID-19: Narrative Engine and  
Characters Embedding**

Allegra Sonogo  
(Università di Bologna)

**17:00 – Panel 3.**

**Chair: Cristina Demaria**

(Università di Bologna)

- **From Paternalism to Paternity: the  
Portrayal of Fatherhood in Medical  
Drama TV Series (E.R., Grey's Anatomy,  
New Amsterdam)**

Marie Moreau (University Jean Moulin  
Lyon 3)

- **Black Holes and Salvation: Youth  
and Mental Health in Italian TV Series**  
Chiara Checcaglini (Università degli  
Studi di Urbino Carlo Bo)

- **A Lost Generation. The Depiction of  
Youth and Its Illnesses in the Italian  
Medical Drama and Beyond: a Case  
Study of Four Contemporary Series  
From Broadcast TV and OTT Platforms**  
Nicola Crippa, Mattia Galli  
(Università Cattolica del Sacro Cuore)

MAY 19<sup>TH</sup>

**09:30 – Keynote speech**

- **70 Years of Medical Series: a  
Landscape of Contents and Study  
Methodologies**

Irene Cambra Badii (University of  
Vic – Central University of Catalonia)

**10:45 – Panel 4.**

**Chair: Dominic Holdaway**

(Università degli Studi di Urbino Carlo Bo)

- **Analysing the Inner Structure of  
Episodes in House, M.D. Through  
Network Analysis**

Paola Dalla Torre\*, Paolo Fantozzi,  
Maurizio Naldi\*  
(Univesità LUMSA)  
\*presenting authors

- **Toward the Automatic Identification  
of Isotopies Based on Dialogue**

Alice Fedotova\*, Alberto Barrón-  
Cedeño (Università di Bologna)  
\*presenting author

- **Adopting NLP Techniques to Analyze  
Twitter Social Discourses Around the  
Good Doctor**

Greta Iapalucci (Università di  
Bologna)

- **Italian Medical TV Series and the  
Geography of their Consumption**

Giorgio Avezù (Università degli Studi  
di Bergamo)

**14:00 – Panel 5.**

**Chair: Paola Brembilla**

(Università di Bologna)

- **“No Pulp Scenes on Raiuno!”. The  
Case of Cuori, an Italian Medical  
Drama on Broadcast Television**

Elisa Farinacci, Emiliano Rossi  
(Università di Bologna)

- **“Television Can Damage  
Your Health”. The Professionals’  
Contributions and Opinions About the  
Italian Medical Drama. The Case of  
Doc-Nelle tue Mani**

Daniela Cardini, Fabrizia Malgieri  
(Università IULM)

- **Doc – Nelle tue mani: Medical  
Narration During the Pandemic**

Giulia Cavazza (Università Cattolica  
del Sacro Cuore)

**15:15 – Panel 6.**

**Chair: Marco Menchetti**

(Università di Bologna)

- **Polysemy of the Concept of Drama  
in the Medical Paradigm. Analysis of  
Usual Stereotypes of Autism Spectrum  
Disorder**

Susanna Bandi, Federica Villa  
(Università di Pavia)

- **Biomedical Imaging and Rhetoric  
of Diagnosis in Medical Dramas and  
Docuseries**

Alice Cati (Università Cattolica del  
Sacro Cuore), Deborah Toschi  
(Università degli Studi dell’Insubria)

- **Entanglements Between Social  
Media and TV Series: Explaining  
Psychology Through TV Series**

Elisabetta Locatelli (Università  
Cattolica del Sacro Cuore)

**16:45 – Panel 7.**

**Chair: Sabrina Moretti**

(Università degli Studi di Urbino Carlo Bo)

- **When the Doctor is Sick, or the  
Medical Antihero**

Andrea Bernardelli  
(Università degli Studi di Ferrara)

- **“No Rest for the Weary”. How E.R.  
Innovated Medical Drama Focusing on  
Empathy**

Paolo Braga (Università Cattolica del  
Sacro Cuore)

- **The (many) Functions of Disease  
Metaphors in the Medical Drama Tv  
Series House, M.D. (2004-2012, Fox)**

Adeline Terry  
(University Jean Moulin Lyon 3)

**18:00 – Closing remarks**